

TO: Park & Recreation Commission Members
FROM: Bill Waller, City Administrator
Jon Steffes, Summer Recreation Director
DATE: February 4, 2021
RE: Meeting Notice
Tuesday, February 16, 2021
5:30 p.m., La Crescent City Hall
315 Main Street

AGENDA

1. Consideration of meeting minutes – January 19, 2021.
2. Consideration of a request to install lights at the sand volleyball courts at Old Hickory Park. A copy of the request is included.
3. Jason Ludwigson will provide the Commission with an update on the status of easements for the trail extensions that were discussed at the January Commission meeting.
4. Jon Steffes will review an outline of the 2021 summer recreation season, a copy of which is included.
5. Chris Fortsch will provide an update on the adult tennis league that was formed in 2020.
6. The Commission will be updated on the preparation of a formal plan to address the maintenance and permitted uses in the City's natural spaces.
7. Discussion regarding outdoor ice-skating rink(s) for the 2021/2022 winter season.
8. Discussion regarding the transfer of Wieser Park to the City of La Crescent.
9. Discussion regarding Drift Bike share as a potential 2022 project once the new bicycle/pedestrian bridge is completed. Information is included.
10. Additional Discussion Items.
11. Set date for next Commission meeting.
12. Adjournment.

NOTICE

Please take notice that pursuant to Minn. Stat. Section 13D.021, members of the Park & Recreation Commission may attend the meeting by telephone or zoom.

Please call me at 895-2595, or e-mail me at bwaller@cityoflacscent-mn.gov, if you will not be able to attend, have questions, or need more information.

Thank you.

#1

TO: Honorable Mayor and City Council Members
Park and Recreation Commission Members
FROM: Bill Waller, City Administrator
DATE: January 20, 2021
RE: Meeting Minutes
January 19, 2021

The La Crescent Park and Recreation Commission met at 5:30 p.m., on Tuesday, January 19, 2021, in the City Council Chambers at the La Crescent City Hall. Pursuant to Minn. Stat. Section 13D.021 and due to the COVID-19 pandemic, members of the Park & Recreation Commission and City staff were given the option to attend the meeting by telephone or zoom. The following members were present in person: Jon Steffes, Paul McLellan, Sarah Wetterlin, Diana Adamski, and Mike Limberg. Commission members Eileen Krenz and Randy Dobbs were not in attendance. Also in attendance in person were Teresa O'Donnell-Ebner, Chris Fortsch and Bill Waller.

1. Brief introductions were held.
2. It was the consensus of the Commission to approve the minutes of the October 19, 2021 Park and Recreation Commission meeting as presented.
3. Discussion was held regarding current and future trail extensions, including the development of a trail connection between the Apple Blossom Point development in the City and the Horse Thief Ridge development in La Crescent Township. Don Hill who has worked on laying out a connection between the two properties was in attendance at the meeting and reviewed the proposed plan and property owners involved in the trail extension. Tom Tornstrom from the La Crescent Town Board was in attendance at the meeting and provided an update to the Commission on the Township easement that is necessary to connect the two properties. It was the consensus of the Commission to have Jason Ludwigson, the City's Sustainability Coordinator, work with the property owner to facilitate the development of an easement to allow for the trail connection to be extended across private property.
4. Further discussion, including a review of the City's Blufflands Plan, was held with Tom Tornstrom and the possibility of Mr. Tornstrom granting an easement across properties that he owns in La Crescent Township to further extend a trail connection between Crescent Hills Drive and Vetsch Park. It was the consensus of the Commission to have Jason Ludwigson work with Mr. Tornstrom to facilitate the development of this easement.
5. The Commission was informed of the City's intent to proceed with the development of a formal plan focused on maintenance and permitted uses in the City's natural spaces. The project is proposed to begin in the second half of 2021 with the Park & Recreation Commission playing an active role in the development of the plan.

6. The Commission was updated on the status of the third phase of the Wagon Wheel improvement project, and a copy of the preliminary plan for the project was reviewed.
7. The Commission reviewed the outdoor skating rink that was installed on the City's lot on the corner of Main Street and Oak Street for use in the winter of 2020/2021, and the possibility of similar projects in the future.
8. The Commission was informed that Wieser Park was in the process of being transferred from La Crescent Township to the City of La Crescent.
9. A request to install lights at the sand volleyball courts at Old Hickory Park was distributed with the understanding that it will be on the agenda for the next Park & Recreation Commission meeting.
10. It was agreed that the next meeting of the Park and Recreation Commission would be Tuesday, February 16, 2021, at 5:30 pm., at City Hall.
11. There being nothing further to discuss the meeting was adjourned at approximately 6:47 pm.

#2

Jan 4th 2021

To the City of LaCrescent,

I am submitting a proposal to run a competitive co-ed volleyball league in the summer of 2021 at Old Hickory Park. The league would consist of 3 men and 3 women on each team with an 8 team max. Games would be from 6-9pm. However to make this timeframe work we need lights over the volleyball courts. I have a quote from P and T Electric for \$10,452 to install lights. I know this price is a little high, but we would be keeping the busy local to LaCrescent. I would charge 150 dollars per team and 100 percent of the money can get reinvested into lights and volleyball court up keep and other supplies to run the league. This league will bring LaCrosse, Onalaska and Holmen residents into the community and help out local businesses as well. If the first year went well I would consider running a B league level on a different night of the week the following year. Myself and another player ran two tournaments at Old Hickory park this summer that were very successful. We would look at doing this as well as a fundraiser for the lights to increase capital at the beginning. I would need the City to pay for the lights up front as we would need them installed before we could start the league in May of 2021.

As far as the night of the week it would be Thursday night as that is what works best for the majority of players that would be playing. I have talked to the volleyball community already and this is something LaCrescent has needed for a long time. Currently there is no competitive summer leagues in LaCrescent or LaCrosse that have decent courts. I appreciate your time and look forward to working with you to get this league up and running.

Lisa Smith

651-274-8706

Lisa.Smith2@selectrehab.com

Summer Recreation Programming 2021

Saturday, May 1 – Summer Recreation sign up, 8:00-10:00 a.m., high school cafeteria

Monday, May 3, Summer Rec sign up, 5:00-7:00 p.m., Pool

Saturday, May 22 – pool opens, 1:00 p.m.

Monday, May 24 – Crucifixion Pool Party

Tuesday, May 25 – Houston Pool Party

Wednesday, May 26 – Trempealeau Pool Party

Thursday, May 27 – La Crescent Middle Pool Party

Friday, May 28 – La Crescent Elementary Pool Party

Monday, May 31 Starts: Swim Team

Monday, June 7 Starts: baseball, basketball, softball, volleyball, swim lessons, tennis, golf.

Thursday, July 29 End: Baseball, basketball, softball, volleyball, tennis

Swim Lessons:

Session 1: June 7-18

Sign up for lessons: Monday, June 21

Session 2: June 22-July 5

Sign up for lessons: Tuesday, July 6

Session 3: July 7-20

Sign up for lessons: Wednesday, July 21

Session 4: July 22-August 4

Sign up for lessons: Thursday, August 5

Session 5: August 6-August 19

Pool closes: Sunday, August 22, 5:00 p.m.

DRAFT**drift**

February XX, 2021

Press Release: La Crosse Neighborhoods, Inc. to Launch Drift Bike Sharing**Jacob Sciammas****DRIFT - La Crosse Bike Share Committee Chair****A Project of La Crosse Neighborhoods, Inc.*****driftlax@gmail.com*****608-571-3791**

Drift Bike share is coming to the city of La Crosse, Wisconsin this spring. Koloni, an Iowa based sharing company, and La Crosse Neighborhoods, Inc. have created a partnership to launch the program.

Initially, 40 bikes will be located around the city at 8 designated docking locations sponsored by local businesses and institutions. Community residents and visitors will be able to access the bikes by downloading the Koloni app, creating an account and scanning the QR code on the bike.

People will start and end rides at the orange signed bike racks called "docking stations" in downtown La Crosse. Rides can be paused for short periods of time, by locking them to a bike rack, before ending the ride at a docking station.

The bike share will provide a new transportation option for residents and tourists with affordable memberships of either \$10 per month, \$25 per season, or \$50 per year. There is also an option to pay-per-ride without a membership for \$1 per 30 minutes.

Drift Cycle is a La Crosse community biking share project and an integral part of the transportation network, offering an easy-to-use, affordable bike rental program for residents, commuters, and visitors that contributes to the health and vibrancy of the community.

The project is currently made possible thanks to all the contributions from the City of La Crosse, La Crosse County, Beer By Bike Brigade, La Crosse Neighborhoods Inc., Cleary Family, LHI (part of OptumServe), City of La Crosse Parks, Recreation and Forestry Department, Western Technical College, La Crosse MTU, Explore La Crosse, La Crosse Area Chamber of Commerce, La Crosse Area Development Corporation, and Downtown Mainstreet.

Together the partners plan to encourage cycling through bike share, by hosting events, providing education, and improving access and safety. Drift welcomes additional partners and community members interested in joining our efforts to provide the benefits of bike share.

Summary

*What : **Drift Bike Share***

*Where: **La Crosse, WI***

*When: **Launching April 2021***

*Who : **Partners** – La Crosse Neighborhoods, Inc., City of La Crosse, La Crosse County, Beer*

By Bike Brigade, Bicycle Pedestrian Advisory Committee of La Crosse

Sponsors – LHI (part of OptumServe), Belle Square, Cleary Family, Hampton Inn, Courtyard by Marriott, City of La Crosse Parks, Recreation & Forestry, Western Technical College, Explore La Crosse, La Crosse County, La Crosse MTU, La Crosse Area Development Corp., La Crosse Area Chamber of Commerce, Downtown Mainstreet Inc. and Landmark by the Rivers.

Benefits of Bike Share for the La Crosse Community include:

- Contributing to vibrancy of the community
- Increasing flexibility in transportation
- Reducing road congestion
- Decreasing parking competition
- Creating greater safety for people walking and biking by supporting the bicycle pedestrian network

For more information, contact:

Jacob Sciammas

Chair - DRIFT, La Crosse Bike Share Committee

A Project of La Crosse Neighborhoods, Inc.

driftlax@gmail.com

608-571-3791

(website - coming soon)

La Crosse Neighborhoods, Inc. (LCNI) is a 501(c)3 tax exempt non-profit corporation to advocate for initiatives and programs that protect, preserve, and improve all of the neighborhoods in the La Crosse area for all of the residents.

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drift cycle

koloni

La Crosse Bike Share
advertising options

thank you

A bike share project enables residences, students and/or visitors the access a bike equitably throughout La Crosse. This provides quick access to explore local trails, neighborhoods, and businesses.

We would like to thank you for investing back into the community and the health of the residents. This document shows the advertising opportunities that you have as a result of your contribution.



benefits

Customer Acquisition

Acquire new customers through either advertising on-bike or in-app. Either way, you're able to reach new potential customers.

Healthy Living

Give back to your community in a big way! Just 20 minutes of physical activity per day can reduce many health issues. Sponsoring is investing in the health of your community.

Brand Awareness

These mini billboards on wheels and racks provide great brand awareness for your company. Bike hub locations are placed in high traffic areas and riders promote your brand far and wide with every ride they take.

on-bike



front fender | two sides



rear fender | two sides

on-bike example - Western Technical



on-bike (future determination by DRIFT Committee)



front basket | two sides

downframe

The program name has been chosen by the project team to be "drift". It will be displayed on the downframe to provide visibility for the community bike share system brand we are working on together.



rack signage

Each bike rack will have a sign two sides available.

The rear (inward facing) side of the sign includes sponsor ad space.

The front (outward facing) side of the sign will be provided by the program and Koloni together. It will have a location map, instructions, and rider information.



6" mounting plates
mounted to concrete

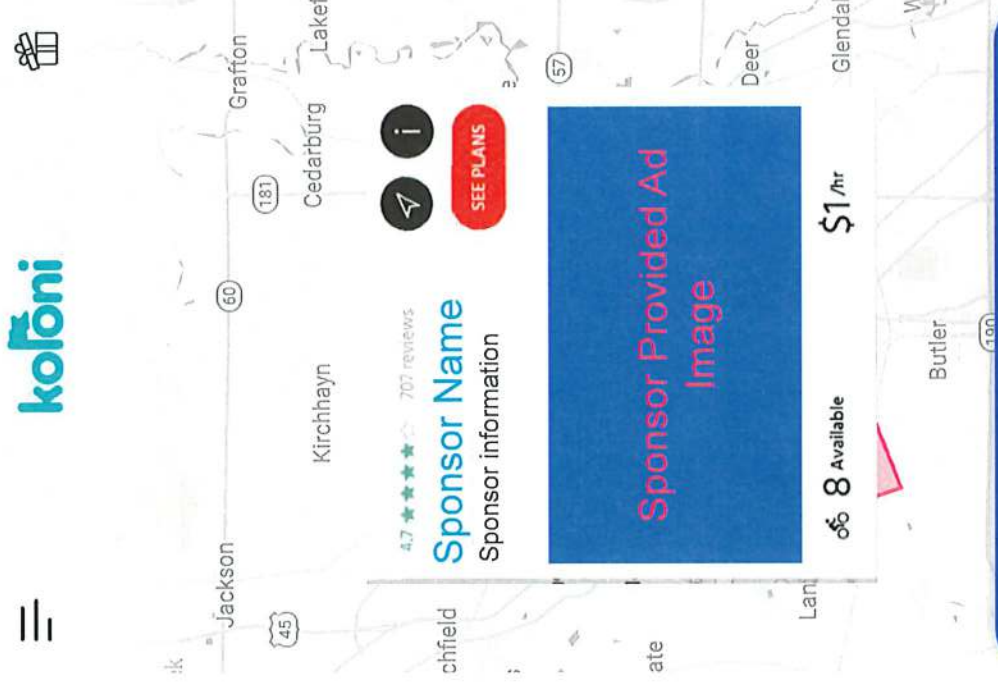
rack signage example - Western Technical



in-app

Location Ads

Each location sponsor will have information provided in the app. When a user clicks on the location, a pop-up will show information on the station and include logo or image (provided by sponsor) along with information about the sponsorship for that specific location.



In-app ad example - Western Technical



webpage & social media

Logo, location Pop-ups & Links

Each location sponsor will have information provided in the webpage and one social media. Logos for pop-ups and links to the sponsor web pages will be provided.

[In development]

logo example - Western Technical



what we need

Each base file has been provided in the project folder. These graphics need to be completed and provided to Koloni.

Each Sponsor:

- Sponsor logo (>1MP; eps, png, or pdf file type)
- Sponsor in-app image (>1MP; eps, png, or pdf file type)
- Front fender graphic (Custom to template; eps, png or pdf)
- Rear fender graphic (Custom to template; eps, png or pdf)
- Rack sign graphic (18.5"W X 31.75"H; google slide or eps, png or pdf)

DRIFT Project Committee:

- Downframe graphic
- Rack sign & webpage content (info, map, links, type)

Included Future Sponsor Opportunity (TBD):

- Basket graphic (7" x 4"; google slide or eps, png or pdf)

A woman with curly hair, glasses, and a black helmet is riding a bicycle. She is wearing a grey sweatshirt with "BOSTON" printed on it and a red messenger bag is attached to the front of the bike. The background is a blurred outdoor setting with trees and flowers. The image has a blue color cast.

koloni

Bike Share Plan

La Crosse, WI

La Crosse Bike Share Program

introduction

Koloni is a midwest based company that is bringing an innovative bike share solution to La Crosse, WI. Starting Spring 2021, a minimum of 40 bikes and 8 locations will be provided throughout the community. Koloni will provide the locks, racks and signage. Users can find, rent and return their bike using Koloni's smart device application. Koloni will also provide the customer support, operations and maintenance for the program.

sponsorship

The La Crosse Bike Share is funded through local public-private sponsorship. We thank all our partners for their support of this community collaboration. Opportunities for sponsors include advertising on the bikes (front basket and front/rear fenders), rack signage, and in-application. The program is continually seeking new supporters interested in promoting and expanding the program.

program facts

minimum
40 bikes
8 locations

launch date
April, 2021

unlimited
30 minute rides
for members!
OR
\$1 per 30
minutes



services included

planning

- Analysis of the community & traffic patterns
- Recommendation on type, location & number of products
- Siting & permitting in cooperation with the city.

set-up & support

- Product deployment
- Station, rack, & signage installation
- Launch event marketing & PR coordination
- Program development & data reporting

operations

- Maintenance, replacement & upgrades of products
- Issue resolution
- Customer support & management
- Marketing program locally

koloni.me

locations & app

spring 2020 launch

Locations currently planned and their sponsors

- > Western / City Hall (Western)
- > Riverside Park (Explore/DMI/LADCO/Chamber)
- > Landmark / Fest Grounds (Cleary-Kumm)
- > Pump House / Marriott / Weber Ctr (Cleary-Kumm)
- > Cameron Park Market / Grand R. Stn. (City Parks/MTU)
- > Burns Park / Main Library (City Parks/LaX County)
- > Belle Square / Courthouse (LHI)
- > The Waterfront / La Crosse Center (LHI)

opportunities for the future

Potential areas for expansion based on assessed needs

- > 100 Harborview / U.S. Bank
- > Viterbo University
- > Mayo Clinic
- > 3 Rivers Place / Festival Copeland
- > UWL Union / Veterans Field / East Ave
- > UWL Health Science Ctr. / West Ave
- > Gundersen Health System
- > Others identified in the Bike Share Feasibility Study



app

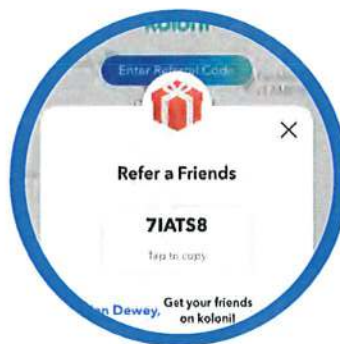
Users can access a variety of products & services from a single application on their smart device, enabling an innovative tool for connecting to the community.

- > Pause and resume rides
- > Purchase memberships (credit, debit, venmo)
- > In-App advertisements & information provided by businesses and sponsors
- > Photo to end rental & share feedback



reporting

Riders are able to report issues in-app. They have access to 24/7/365 support via phone and email as well. We track and update users of resolution.



referrals

Each user has a unique code to share. If a new rider creates an account with the code, both riders will receive a free ride. Gain new riders quickly!



memberships

Many membership types will be available to fit the needs of the community including: student discounts, employee/sponsor packages and more.

koloni.me

product specs



cycle

Frame	Aluminum
Brakes	Hub
Shift Speed	3 Speed
Basket	Front Mount
Tires	Airless Foam
Seatpost	Hydraulic Adjust
Fenders	Front fender and rear ad plate are included

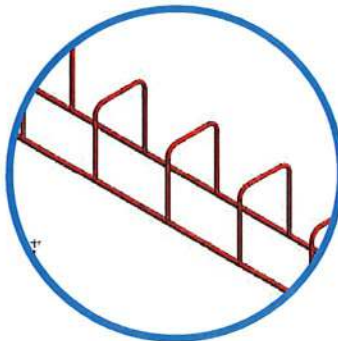
about our bike

Our bicycle is designed for sharing. The front basket, front and rear fenders allow for advertising space to help promote local businesses. The hub brakes and internal gears reduces maintenance and provides a consistent and safe rider experience.



lock

Our lock provides **GPS on-bike**. We are able to track bikes when bikes are not in a rental. Minimizing theft and ensuring bikes stay in parking zones.



dock

Our racks provide great visibility and organization at each parking location. Our **lock-to model** ensures the bikes are parked properly while reducing theft.



signage

Our signs (24"x60") provide plenty of space for sponsors and rider information alike. We can provide them attached to racks, or freestanding.

other products

Koloni has a wide range of products available including standard pedal bikes, e-bikes, e-cargo bikes, e-trikes, e-scooters and we also provide recreation sharing solutions that include kayak/canoe rental and smart locker equipment sharing. This is all through a single app, to

koloni.me

operations

turn-key

Koloni provides a fully turnkey operation. We will provide maintenance on all products, rebalancing as required and customer interaction. We use our Konnect Management Software to track all products, resolve issues and respond to customers needs. This type of solution provides our partners with a share program that they don't have to worry about, demand on their time.

rebalancing

Koloni will respond within 48 hours to any bike that is left outside of a designated geofence hub. This will ensure the system is well organized and orderly. We will also regularly rebalance the system to ensure optimal use. This may include complete relocation of a certain hub (if under performing). This will be agreed upon in writing by both parties and come at no extra expense to the city.

maintenance

Rider safety is important to us, so it's critical to have well maintained bikes. Our bikes are designed for high use and abuse, with airless tires (no flats), internal hubs (reduce chain derailing) and more. We will maintain bikes as needed and are responsible for the replacement of parts or entire products. This includes vandalism and theft recovery which is why we provide on-bike GPS tracking.

pricing

Koloni is unique with our end-user pricing structure. We provide insights and recommendation for pricing on the program. At the end of the day, we work with the customer to provide a pricing structure that best fits the community. This can include pay-per-ride or memberships. We can even provide reduced-rate rides for certain organizations (employees, students, etc.) or free ride promos upon request.

customer support

We provide in-app support which includes SMS text and issue reporting. This is all organized and tracked through our management software. We also provide 24/7/365 support via phone or email. This immediate tracking and issue resolution helps to ensure user needs are being met and they have a successful and safe ride.

services included

planning

- Analysis of the community & traffic patterns
- Recommendation on type & number of products
- Location recommendations & permitting in cooperation with the city.

installation

- Product deployment
- Station/rack installation (need location access)
- Launch Event (Marketing & PR Coordination)

operations

- Maintenance, replacement or upgrades of product
- Issue resolution
- Customer support and management
- Marketing program locally



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software - app

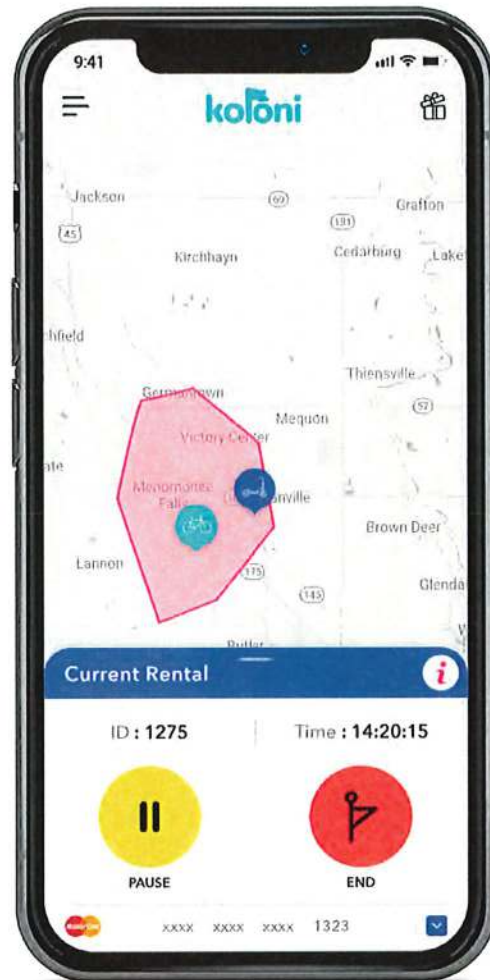
app

Users can access a variety of products from just one application. Enables users to connect to their community like never before.

- > Pause and resume rides
- > Purchase memberships (credit, debit, venmo)
- > In-App Ads (businesses provide in-app coupons)
- > Report issues
- > Photo to end rental
- > iOS and Android

Our features enable users to have full control. A rider can pause and lock their bike to spend the day shopping. They can purchase memberships to receive discounts on their rides.

A single app provides us a variety of options. Though it might be pedal bikes today, we have the flexibility to provide e-bikes, e-trikes, and recreation equipment like kayaks or tennis equipment through smart lockers. Our innovative team is continually looking for the "next thing" to ensure your community stays up to date.



report issues

Riders are able to report issues in-app. They have access to 24/7/365 support via phone and email as well. We track and update users of resolution.



referral program

Each user has a unique code to share. If a new rider creates an account with the code, both riders will receive a free ride. Gain new riders quickly!

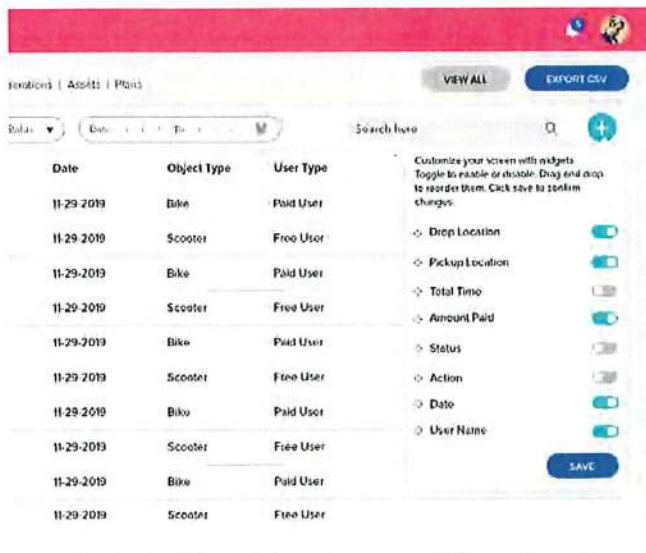


memberships

Fully customize membership pricing. Offer student discounts, or employer packages. This allows you to meet the needs of all residents alike.

koloni.me

software - management



Transactions | Assets | Plans

VIEW ALL EXPORT CSV

Rollup: [Dropdown] Date: [Dropdown] To: [Dropdown] Search here [Search Icon]

Date	Object Type	User Type
11-29-2019	Bike	Paid User
11-29-2019	Scooter	Free User
11-29-2019	Bike	Paid User
11-29-2019	Scooter	Free User
11-29-2019	Bike	Paid User
11-29-2019	Scooter	Free User
11-29-2019	Bike	Paid User
11-29-2019	Scooter	Free User
11-29-2019	Bike	Paid User
11-29-2019	Scooter	Free User
11-29-2019	Bike	Paid User
11-29-2019	Scooter	Free User

Customize your screen with widgets. Toggle to enable or disable. Drag and drop to reorder them. Click save to confirm changes.

- Drop Location ☒
- Pickup Location ☒
- Total Time ☒
- Amount Paid ☒
- Status ☒
- Action ☒
- Date ☒
- User Name ☒

SAVE

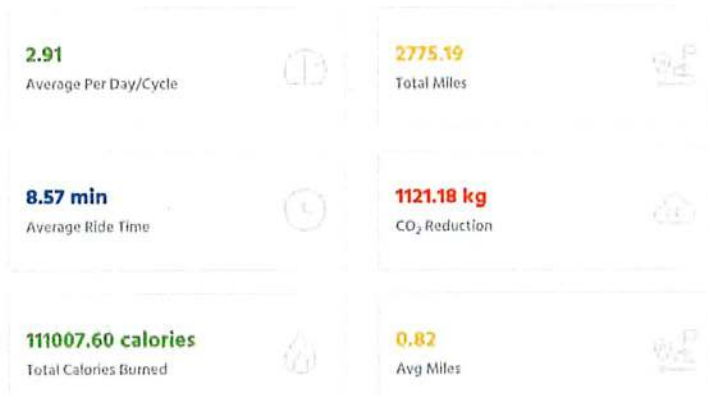
live dashboard

One unique thing about Koloni is that we share 100% of the data with our partners. This includes:

- Number of transactions
- Demographic breakdown
- Miles ridden
- Calories burned
- CO2 reduction
- Mapping of riders use
- Live bike location update

You have your own unique account to our live dashboard. This allows you to **login at ANY TIME**, review and print reports. There is no need to request data from us. This information helps for future planning of bike lanes and/or trails.

CYCLE ANALYTICS



Location Usage



- Bobb/Sargent
- South Frat Quad
- McCulloch/North Frat Quad/Slivka/Ayers
- Lincoln/Kemper
- Front of Tech/Ford
- SPAC
- Mudd/Frances Searle
- Annenberg/Dearborn
- Behind Tech
- Silverman/Pancoe/J.Allen Center/Kellogg
- Swift/Lunt Hall

1/3 ▼

data usage

Koloni's live dashboard provides valuable insights that can be used in a variety of ways. The heat and trail mapping help to show which lanes or trails are being used most frequently. Here are a few ways that our partners use the data we provide.

- Grant applications for future trails / bike lanes
- Monthly reporting to review program success
- Marketing material showing sustainability and health benefits
- Understanding "who" is using the system through demographic data

future growth

Our management software makes it easy to add onto the system over time. No matter what type of product you're hoping to share in your community, Koloni has you covered! Provide e-bikes to make long distance biking easier. Provide recreation equipment (i.e. basketballs or pickleball) at the courts. Koloni has built in the ultimate flexibility to change and grow as your community's needs change.

koloni.me

marketing

marketing solutions

Koloni will market your program for locals and visitors alike. We will work with local media to promote the program. We also use social media and other outlets for promoting sponsors of the program. Program awareness is a huge part of the success for any program.

affiliate program

Our affiliate program allows us the capability to provide specific employers or universities reduced rate or free rides. Depending on the level of involvement in the program (through sponsorship, partnership, or other), we can provide appropriate promotions. Employees or students can then enjoy these discounts while riding the bike share.



sponsorship

Local business owners love these "billboard on wheels" We provide front and rear fenders as well as basket space for sponsorship advertising.



launch event

We market and advertise a launch event. This starts the program off with a lot of momentum, giving us a chance to gain new riders.



website

Koloni will create a unique website for your program. Riders will be able to find locations, pricing information, learn about safe riding and more.

advertising

Koloni uses multiple platforms for advertising (social media, local media, etc.). As part of this, we provide a budget specific for the La Crosse Program. So what's Included?



Website
25 t-shirts
Full-year Facebook ads

Launch event
1,000 printed flyers
100 water bottles



Finalized Agreement
February 1, 2020

Marketing Launch
March, 2021

Launch Event
April, 2021

Planning and Ordering
Jan-Feb., 2021

Delivery / Setup
April, 2021

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